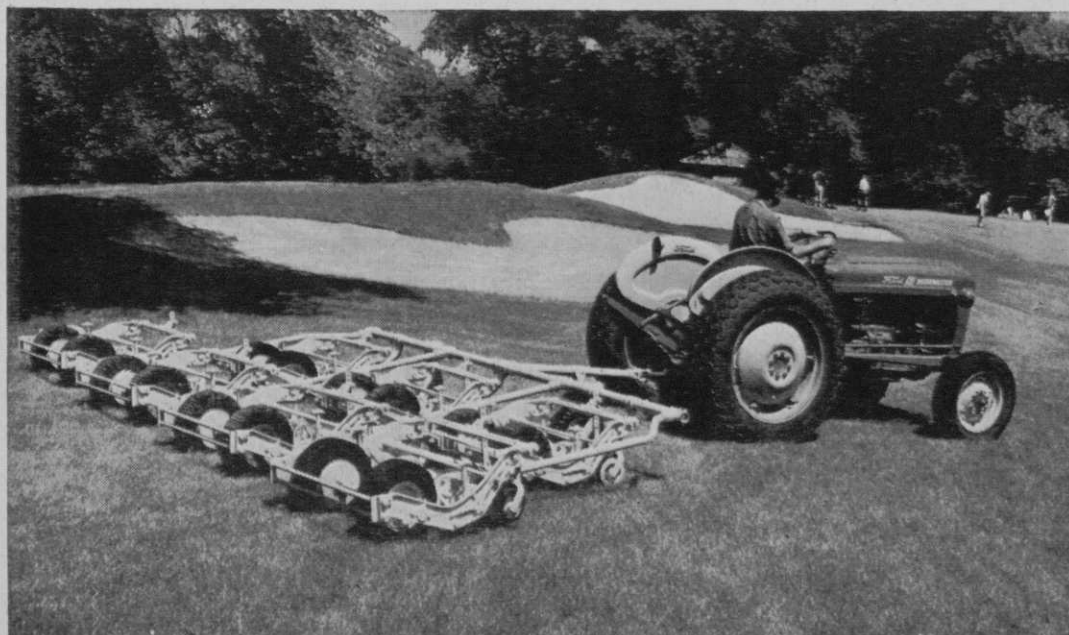


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Nation-Wide Sales and Service

For more information circle number 149 on card

F-10



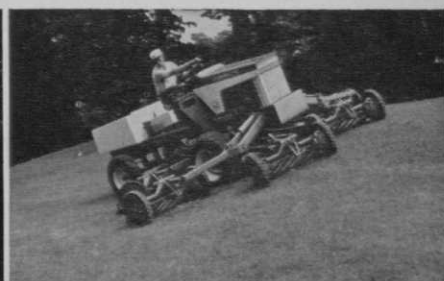
Out-front reels cut turf smoothly and evenly—with famous Jacobsen precision—before tractor wheels can mat grass down. Operator can see better, maneuver faster and reduce overlap. Reduces your mowing costs because it handles so many kinds of mowing problems.

• **Big or small jobs.** With all seven gangs in operation, the F-10 cuts a 15' swath, mows up to 62 acres a day. 30" outboard reels adapt for strip or curb mowing.

• **Gets around fast.** Mowing units lift hydraulically without stopping tractor. Cruises from job to job at up to 30 m.p.h.; travel width only 8'.

• **Complete control.** Reel units have separate fingertip hydraulic controls, permitting use of gangs in varying combinations. Curb and center strip mowing is easy. Special steering arms make all mowing units turn with tractor to eliminate skipping and skidding on short-radius turns.

The mowing tractor that's out front with out-front mowing!



- **Better balance.** Weight distribution and mower placement assure stability and safety for side-hill mowing.

- **Rugged and powerful.** Plenty of economical power from 4-cylinder industrial engine and heavy-duty transmission with 4 speeds forward and 1 reverse. Jacobsen quality construction reduces maintenance. For full information or a demonstration phone your Jacobsen Turf Equipment Distributor or write today.

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Promotions for your shop

By using a few easily obtained materials, you can create exciting promotions to bring members into your shop in a buying mood.

by Charles E. Cumming

This is one classroom where I'm sure a lot of the students are smarter than the teacher. Many of you have a natural flair for merchandising, advertising, display, and general promotional savvy, and some of you have had a good bit of experience. But you may not realize quite how much talent you do have to get people into your shop and put them in a buying mood.

Now it's a fact that no matter how smart or talented a man is, he'll be a better merchandiser if he'll plan ahead. For this you need a calendar of promotional events for the coming year. You needn't, of course, follow it religiously, but it will help organize you, your time and your budget.

The calendar should include a checklist of things to do for each promotion, such as: laying in stock by such and such a date; picking a promotional theme; deciding what kind of advertising and display props to use, and whether to run a special event, such as a fashion show, as part of the promotion.

Here's what a good comprehensive promotion calendar, planning guide and checklist might look like. We're creating such a calendar for pros who handle Etonic merchandise. (Photo 1) If you would like one, we'll see you get one.*

Now, let's see how a promotion will work out in practice. Take Father's Day, for example. For a theme, how about, "Make life with father a joy this Father's Day, June 16!" Let's color in these words on a large poster board. What I am using here is a standard-size 30-inch by 40-inch illustration board or oak tag, which you can buy at any art supply store or stationery store.

The illustration board is heavyweight enough to stand up by itself and costs about \$1 or \$1.25 a piece for a 30" by 40" poster. The oak tag is lighter and is easier to work with, but doesn't stand up well by itself. You would probably use this for tacking on the wall.

Establish a Gay 90's decor. A barber pole is a symbol of the "good old days." Make several out of white cardboard, with diagonal red stripes and rounded on top like a ball. You don't have to be an artist to pin up big paper mustaches (bought at the

dime store or drawn by hand) all around the shop. If you're a little bit artistic, you can suggest a whole face like I've done on this poster (Photo 3).

Men's magazines use plenty of old-fashioned Gay 90's photos, sketches and other graphic elements in ads or to illustrate stories and articles. With your faithful scissors and ever-ready paste pot, you can become an instant promotional artist, by cutting out such pictures, trimming off anything you don't want and gluing it onto your poster.

Of course, it's always better to use actual merchandise from your stock. Just a couple of samples of your hot, new items will not only call attention to your promotion, but they can stimulate your members to want to buy the items on display. I would use only a couple of articles so as not to take away from your sign which is establishing the atmosphere of the particular promotion.

Don't be afraid to play with color. You can use a few colors or a lot of colors. Sometimes the most eye-catching way of all is to use one color, and use it on just about everything in sight. Make it a color appropriate to the event, such as red or rose for Valentine's Day, or red, white and blue for the Fourth of July.

Another reason to use one color is to promote an apparel color on which you've heavily stocked. For example, suppose you're loaded with green styles for men. You can broadcast the fact that green is the "in" color this season—the fashionable color to give for Father's Day. Make a prominent display of green shirts, slacks, windbreakers, rainwear, gloves and shoes, plus green bags and club head covers. Your display posters should also be in green, and here are a few ways to use it. (You could use the same approach with blue or any other popular, fashionable color.)

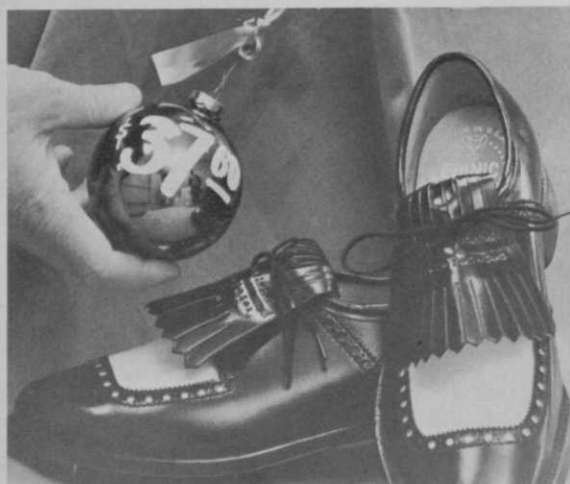
You could paraphrase the well-known Rodgers and Hammerstein song and use the theme, "Green is bustin' out all over!" with musical notes and the color green splashed all around. (Photo 2).

What I am showing you here is called a self-easel. This is simply a cardboard sign with an easel backing so that the sign stands up by itself. Without the easel, the sign can be tacked to a bulletin board, or stuck to a wall with a strip of masking tape with adhesive on both sides. The easel is made from

*For a copy of the promotional calendar, together with some suggestions on its use, write: Editor, GOLFDOM Magazine, Universal Publishing and Distributing Corp., 235 East 45th Street, New York, N.Y. 10017.



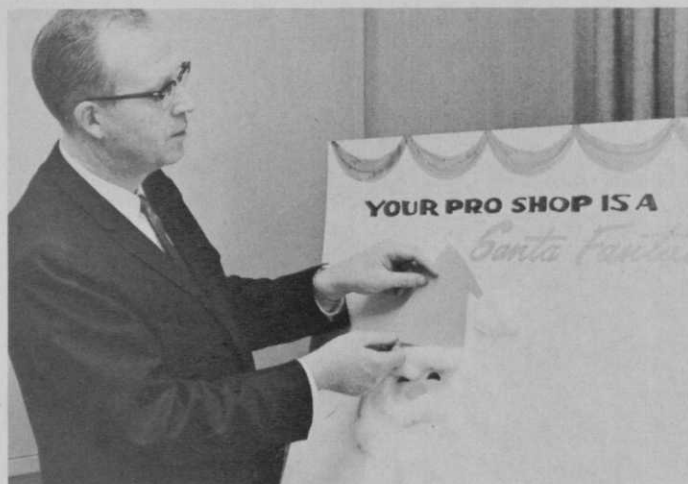
5. Work your price tags into the promotion theme. Here's a Father's Day mustache, for example.



6. At Christmas, hang little Christmas balls from the garments, with prices painted in white enamel.



7. Use mustache motif on handbills for lockers, left, and on postcards to the members' wives, right.



8. For Christmas poster, you can use fluffed-up cotton for Santa's beard, and for pom-pom on his red hat.

Promotions Continued from page 55

most of you should use price tags. They can help sell apparel.

A member may think a sweater or sport coat is so elegant it's too expensive, and he's timid about asking the price. The price tag quietly tells him he can afford it, and there's no embarrassment.

You can work the price tag into the theme of your promotion. For example, for Father's Day cut out black mustaches and write the price in white ink. (Photo 5).

At Christmas, hang little Christmas tree balls from the garments, with the price written in white or colored paint. (Photo 6). Little jars of enamel, like those used on model airplanes, are available in local stationery stores and art supply shops. Or just mix plain watercolor paint with a little soap and it will stick to the shiny surface of the Christmas ball.

The big black mustache would also go on handbills that you put into members' lockers, and on promotional postcards or letters that you send to their homes. It's very easy and inexpensive for your job printer to print this simple line drawing along with your written or typed message. Here's how it might look on a handbill for lockers . . . and on a postcard sent to members' wives or lady members at home. (Photo 7).

If you're running a clearance sale, make it more interesting by putting "handicaps" instead of discounts on the marked-down items. I personally think of close-out sales as a necessary evil. It's much better to clear out slow sellers to make room for hot new items, rather than to keep your money out of action in goods gathering dust on the shelves.

However, instead of emphasizing the word "sale," make it a positive promotional event. Instead of saying "Marked down," which tends to cheapen the apparel, you might use golf scorecards like this:



9. All you need to create posters, fliers, etc., are these basic items available in any stationery store.

'6 Handicap Cardigan	
Par	\$32
Your Handicap	\$ 6
<hr/>	
Your Price	\$26"

Now fellows, this is just a gimmick to get your members' attention, when you are giving a price discount of just a few dollars, say from \$9 down to 3 or 4 dollars off on the garment. This is not something you would use for an expensive set of clubs where you might be taking off \$30 on the retail price. You wouldn't want to say something like 35 Handicap.

What we have done with Father's Day can be applied to any promotion, every promotion, all through the year. Pick a theme and carry it through all your advertising and shop decoration.

Going back to our Promotion Calendar, here are some typical themes you might choose from for other promotions:

- Valentine's Day—"Ain't love grand, when you say it with golfing fashions?"
- Saint Patrick's Day—"Come-all-ye to the Pro Shop"
- First Day of Spring—"Choices of Spring, at the Pro Shop"
- Mother's Day—"Queen of Your Heart . . . Treat Her Royally"
- Memorial Day weekend—"Family Fashion Days at the Pro Shop"
- Fourth of July—"Revolutionary Fashions in Red, White and Blue"
- Labor Day—"Autumn is A-comin' in . . . get set for fall at the Pro Shop"
- Thanksgiving—"Values to Be Thankful for . . . Thanksgiving Clearance at the Pro Shop"

You might want to schedule your men's and women's tournaments, or an interclub tournament to coincide with some of these holiday events, to take advantage of the greater crowds of members and

guests who come out to the club, at these times.

If your shop is open at Christmas, you could take a theme like, "Your pro shop is a Santa Fantasy." Very briefly, here's one way of doing it visually.

Instead of the big black mustaches that sprouted everywhere for Father's Day, use Santa's beard. Make it out of cotton, all fluffed up and easily stuck on with a few dabs of Elmer's Glue-All, (Photo 8). That worked pretty well, so let's give him a red hat, and then add a cotton pompom. An easier way is to buy paper or plastic Santas at the five-and-ten. That's the Santa, and now for the Fantasy—some of the handsome pro-shop quality apparel your members dream of getting for Christmas. Spread them around your poster like gifts under a tree—or even add a little artificial tree.

Now let's liven it up some more—but not too much. Christmas has so many symbols connected with it that it's easy to go overboard and have so much tinsel and stuff you can't see the merchandise. Instead, do something restrained. For example, use one large red Christmas ball on a piece of white satin or silver ribbon, and put it around the club, on posters or easel cards reading, "Your pro shop is a Santa fantasy." Now in this case, unless you're pretty talented, it would be better to have a local printer print the signs for you. You can add the red ball and ribbon. An easel board is quite easy to make, as we've seen.

If your club is open in winter, you can make money selling soft goods in the pro shop but there are certain things you may have to do. Number one is make sure people know that the shop is open for business. Put on Christmas promotions and rope in your members' entire families so they will think of the club as a place to go both to have fun and to buy Christmas presents.

For example, you might invite your members' kids to enter a contest to create the best poster for the shop or around the club. The winning window decoration or poster gets a good prize, but be sure that every kid who enters the contest gets some minor prize, like three golf balls, so that he isn't tee'd off at you. Also, have the judging done by somebody else, such as a panel of three childless club members.

I've saved a dull but vital part of promotion and merchandising till last, and that is money—how much to spend on a single promotion, and on your promotional activities for the entire year.

Dun & Bradstreet, the national credit rating firm which keeps track of such things, has figures showing the average percentage of gross sales spent on advertising by various types of stores runs from exactly one per cent to just under three per cent of annual dollar sales. So, if you do a gross volume of \$50,000, you would allocate between \$500 and \$1,500 a year on advertising.

Now in my opinion, a downtown retailer can't get very much attention with that kind of money.

Continued on page 68

It's cheaper to go first class

Bargain-hunting for country club needs is much like buying for the home or anywhere else—no matter what the product is, you can expect to get exactly what you pay for.

by Carl-Fredrik Saether

To my way of thinking, buying for a large country club is very similar to buying for the home. No matter what the product is, you can expect to get exactly what you pay for. This is especially true when it comes to food. You can never expect to get top quality results with bargain bought food—that is why I say quality is really your only bargain.

When you shop for quality, you can expect to pay a higher price, but regarding food, for example, you can be reasonably assured of having little or no waste when you buy the best. In order for a wholesaler who is higher priced to sell me a perfect case of, let's say, strawberries, melons or lettuce, he has to buy a larger quantity and sort out the good from the bad. If you buy bargains, you can expect to sort out the waste yourself and, in some cases, the waste can be quite a bit.

The same is true even in canned goods where actually waste does not pose any problem, but there are other reasons to buy quality. All of you, I'm sure, have been approached by people who claim they can sell you a particular canned good similar to the one you are now using, but for "10 cents a can cheaper." However, after pouring off the juice or syrup and then weighing the remaining contents, one quickly learns why the higher priced canned good was more expensive.

Of course, I have bought bargains on some food items and tried them out, but I can honestly say they have never worked for me. Fortunately, I am at a club where only the best is good enough for the members and, as long as they know I am striving to serve them the best, they do not mind paying a little more.

I learned very quickly in my career that the kitchen can't produce the best without having the best raw materials. I'll give you some examples and reasons why I am a firm believer in quality buying.

At Minikahda Club, I buy a large amount of fresh Maine lobsters during the course of a year. I have heard, "why not buy from so-and-so and you can save 25 cents a pound." I gave this a try and thought it was an accident when the first shipment arrived and the lobsters were not very good. So, I tried again but the same thing happened and I went back to the higher priced firm and was never again disappointed.

Actually, when lobsters are in the ocean, they are all pretty much the same, so why should one wholesaler charge more than another? This may sound odd to some, but captured lobsters must be kept happy and the wholesaler who takes extra precautions, does not crowd the lobsters, and sends you only the ones that are really alive, gets more

money. When I buy from this wholesaler, I have bought a bargain because I am serving a lobster that is the best.

There will, of course, be fluctuations in prices for all food items, and this is usually the case in fresh fruits. For instance, melons that cost \$4.00 a case today may be \$6.00 a case next week because of weather conditions or transportation, but you have to gamble on this. If you think the price is too high, don't buy them. Wait until the price comes down and it is doubtful that even the most critical member will notice the absence of his favorite.

I am also a firm believer that you can not run a model country club from an office. You must be your own catering manager, always being around the scene, checking, tasting, supervising. This assures you that the members are going to get only what you personally feel is the very best quality. You must be on top of your operation at all times.

In the same sense, you can not be a smart buyer over an office telephone. You buy in conference with the staff and other important staff members and committee chairmen, and by checking things until you are positive that firms you buy from will only bring you the best. It's also a good idea to discuss your buying tactics and procedures with

Continued on page 60

new Lewis fluorescent flagpole spots cup on green from 150 yards out!



Ken Voorhies, Greens Superintendent of Columbine Country Club, Denver, Colorado, site of the 1967 PGA Tournament says: "Lewis Fluorescent Poles caused a lot of favorable comment from the pros. Our members appreciate their vertical attitude and exceptional visibility".

Lewis leads again! The new Lewis Fluorescent high-visibility Flagpole adds a new dimension to golfing skill and pleasure by pin-pointing the exact location of the cup on the green.

The fire-orange Day-glo® paint used on the Lewis Flagpole casts a halo around the pole from 100-150 yards out. This gives it increased thickness and size to players approaching the green and prevents "fade out" against a bright sky or under hazy conditions.

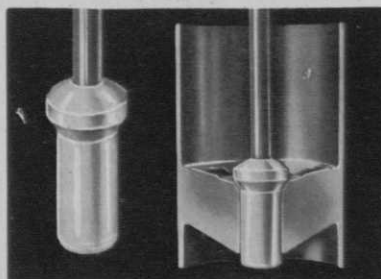
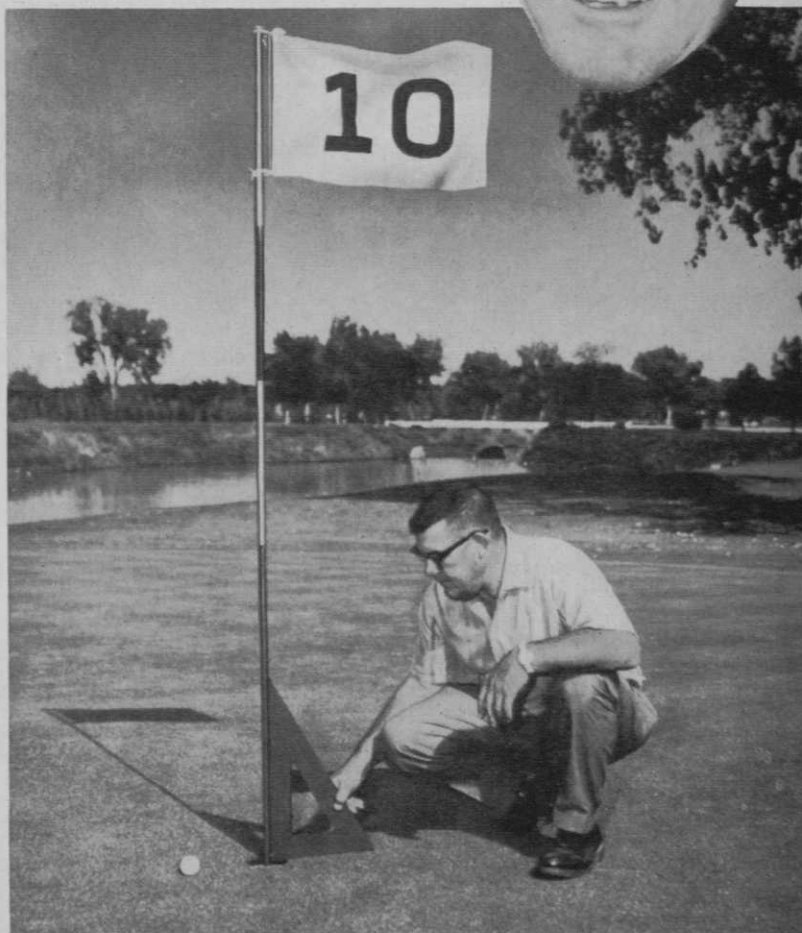
Ken Voorhies uses a triangle to demonstrate the vertical position of the new Lewis high-visibility Fluorescent Flagpole.



There's a Lewis Flagpole for every course use...

All Lewis Flagpoles come in a variety of colors, heights and patterns for directional, green or marking needs. Their fiberglass construction makes them lightweight, flexible and almost indestructible in high winds.

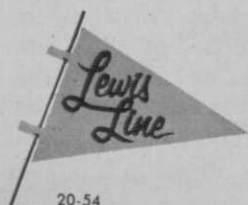
Lewis Flagpoles swivel-top assemblies are made of hardened aluminum with a special washer and screw to resist corrosion, reduce wear and lengthen life. Write today for the Lewis Line Golf Course Equipment Catalog.



Chamfered Ferrule & Cup—Advanced design of new Lewis 34° chamfered pole ferrule and matching chamfered cup, sets pole firmly in socket, holds it rigid on windy days.



Deluxe "No-Splash" Washer—Nylon brushes — stainless steel rods — no-pilfer handles — neoprene gaskets — these quality features of the GF-52 Washer assure long life, low maintenance.



20-54

Lewis Line GOLF EQUIPMENT

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Practice Markers • Cup Setters & Pullers • Rakes

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For more information circle number 206 on card

other club managers in your area from time to time. You can help each other a great deal.

Actually, you, as a club manager, have a distinct advantage over an average eating establishment as regards to being assured quality. A wholesaler likes to tell prospective buyers that one of his top accounts is the "Ultra-Plush" Country Club, and they usually are so afraid of losing this prestigious account that, if you demand the best, you will get the best.

Quality buying should not only pertain to food but should carry through the entire country club complex. When considering such small items as a clothes hanger or a large purchase such as new carpeting, you will save money in the long

term consulting a qualified rug expert. Let him meet with the board and help you in the selling act. When you are given the green light to buy, the most valuable advice I can pass along to you is to be sure you buy an extra amount and also have the rug laid in narrow strips for easier moving. Make sure that there is a provision made with the installers that they will come and stretch the carpet after about two months and then come and re-stretch it again after about six months. A rug not properly stretched will wear out much faster.

You also want to be sure to move the rug around periodically so you will get even wear. In areas of heavy traffic, and especially stairways, move the rug at least every six months even if it does not ap-

I also believe that one-colored carpets are not practical for a country club. In a rug with a pattern, you do not see the spots, stains or cigarette burns as easily, thereby reducing the money you would normally have to spend for shampooing.

Now, you may be asking if I always buy only the higher-priced top quality items, won't this mean that I must charge ultra-high prices in order to show a profit? I am aware that country club managers, with few exceptions, are expected to show a profit in their operation, but my answer to the above question would have to be, "No, you do not have to charge ultra-high prices if you specialize in quality."

Buying quality does mean, however, that the entire operation must have closer supervision by the manager. You must not only watch the buying of the goods and the preparation to see that leftovers are kept at a minimum or well taken care of, but you must also keep an eye on the payroll.

You want only enough staff to provide efficient service. There are, of course, times when you are prepared to serve 200 people and you get 300 people. This is where having a well-trained, high-quality staff, efficient in all phases of the operation, can pull you out of the jam. It will pay you to have this type of staff, which of course, will cost you more in individual salaries, but believe me, they will be more than worth it.

You must have good help if you are going to succeed and, if you treat and pay your help right, they will take care of you. Personally, I would rather pay one good man a top salary than pay two mediocre men a mediocre salary. It is just another case of getting exactly what you pay for.

You must also use good judgment when it comes to buying. For instance, if you have reason to believe that the price of china, or perhaps silverware, may go up shortly, you will be wise to investigate the matter and, if you have space to store the merchandise and the club can afford such a purchase,



run if you buy the best, because the best will look better to start and also last much longer.

I would like to dwell on the subject of carpeting since this usually turns out to be one of the club's most expensive projects. Now, I am assuming that you will only think quality as far as new carpeting is concerned and I also am aware that the club's board of directors may sometimes be reluctant to spend too much money. The manager must then turn salesman and convince the board of the importance of having quality carpeting. It is up to you to do it.

To begin with, I strongly recom-

mend consulting a qualified rug expert. Let him meet with the board and help you in the selling act. When you are given the green light to buy, the most valuable advice I can pass along to you is to be sure you buy an extra amount and also have the rug laid in narrow strips for easier moving. Make sure that there is a provision made with the installers that they will come and stretch the carpet after about two months and then come and re-stretch it again after about six months. A rug not properly stretched will wear out much faster.

You also want to be sure to move the rug around periodically so you will get even wear. In areas of heavy traffic, and especially stairways, move the rug at least every six months even if it does not appear to be wearing. You know it is wearing, especially if it is where spikes are allowed to be worn. Re-arrange the furniture occasionally to change the flow of traffic, and if an area becomes very worn, this is where you were wise to have purchased the extra amount. You will now be able to replace the area of worn carpeting and not have to spend thousands of dollars to buy an entirely new rug. It might not even be a bad idea at this point to show the board how they just saved thousands of dollars by having allowed you additional money to buy the extra carpeting in the first place.

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